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1. A method for printing a substrate for preparing packaging blanks, the substrate being divided into copies, these copies having areas for the later application of an adhesive, a printed image being produced on the copy by the application of an ink film and this printed image being coated with a lacquer, wherein, for producing the printed image, at least two different ink systems are used, one of the ink systems also being provided for coating the areas intended for the application of the adhesive, the lacquer being applied over the whole surface and a lacquer being used, which is absorbed by the coating of the areas, which are intended for the application of the adhesive.

2. The method for printing a substrate for preparing packaging blanks of claim 1, wherein the inks differ from one another with respect to their lacquer absorption capability.

3. The method for printing a substrate for preparing packaging blanks of claim 1, wherein the ink systems, after being applied, are treated differently by curing and/or drying.

4. The method for printing a substrate for preparing packaging blanks of claim 1, wherein the ink system for coating the areas, which are intended for the application of the adhesive, contains only a small number of pigments, if any at all.

5. A method for printing a substrate for preparing packaging blanks, the substrate being divided into copies, these copies having areas for the later application of an adhesive, a printed image being produced on the copy by the application of an ink film and this printed image being coated with a lacquer, wherein, for producing a printed image, an ink film and a binder, customary for offset printing inks, are printed, the binder being applied at the areas intended for the application of the

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adhesive, the lacquer being applied over the whole surface and a lacquer being used, which is absorbed by the binder.

5 6. A method for printing a substrate for preparing packaging blanks,
the substrate being divided into copies, these copies having areas for the later
application of an adhesive, a printed image being produced on the copy by the
application of an ink film and this printed image being coated with a lacquer, wherein,
for producing the printed image, an ink film with at least two different ink systems
and a binder, customary for offset printing inks, are printed, the binder being applied
10 at the areas intended for the application of the adhesive, the lacquer being applied
over the whole surface and a lacquer being used, which is absorbed by the binder and,
in interaction with the inks systems, specifically changes its degree of gloss.

15 7. The method for printing a substrate for preparing packaging blanks
of claim 5, wherein the binder, customary for offset printing inks, is a varnish.

 8. The method for printing a substrate for preparing packing blanks of
claim 5, wherein the ink systems are treated differently by curing and/or drying.

20 9. The method for printing a substrate for preparing packing blanks of
claim 5, wherein the ink systems and the binder differ from one another with respect
to their ability to absorb lacquer.

25 10. The method for printing a substrate for preparing packaging blanks
of the preceding claims, wherein the degree of gloss is inversely proportional to the
absorptive capacity of the ink system for lacquer, more lacquer remaining at the
surface in the case of ink films with ink systems of lesser absorptive capacity and a
higher proportion of the ink film being absorbed in the case of ink films of ink
systems of greater absorptive capacity.

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11. A method for printing a substrate for preparing packaging blanks of claim 10, wherein the gloss-determining components of the lacquer are absorbed by the ink film.

5 12. The method for printing a substrate for preparing packaging blanks of claim 1, wherein the lacquer used is colorless.

13. The method for printing a substrate for preparing packaging blanks of claim 1, wherein one of the ink systems consists of hybrid inks, which contain
10 portions of an ink, which is cured by radiation, and the other ink systems consist of inks, which are typically employed for offset printing.

14. The method for printing a substrate for preparing packaging blanks of claim 1, wherein the lacquer is cured by the action of radiation.

15 15. The method for printing a substrate for preparing packaging blanks of claim 1, wherein the hybrid inks as well as the lacquer are cured by UV light.

16. An apparatus for carrying out the method, which is described in the
20 preceding process claims, for printing a substrate for preparing packaging blanks, comprising

- at least one printing unit (31, 32, 33, 34) for applying an ink film consisting of at least one ink system,
- 25 - a printing unit 13, which is incorporated in the series of printing units (31 to 34), for printing a binder, which is typical of printing inks and
- a lacquering device (4), which is disposed after the printing units (13, 31 to 34),
30 for applying a closed ink film on the substrate.

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17. An apparatus of claim 16, wherein the printing unit (13) is disposed after the printing unit (31, 32, 33, 34)

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18. The printing unit of claim 16, wherein a lacquer tower (4), equipped with a lacquer plate cylinder (8), an engraved ink transfer cylinder (9), and a chamber doctor blade (10), is disposed as lacquering apparatus.